



October 9, 2014

To: Governing Board

Subject: **Continuation of Line 495**

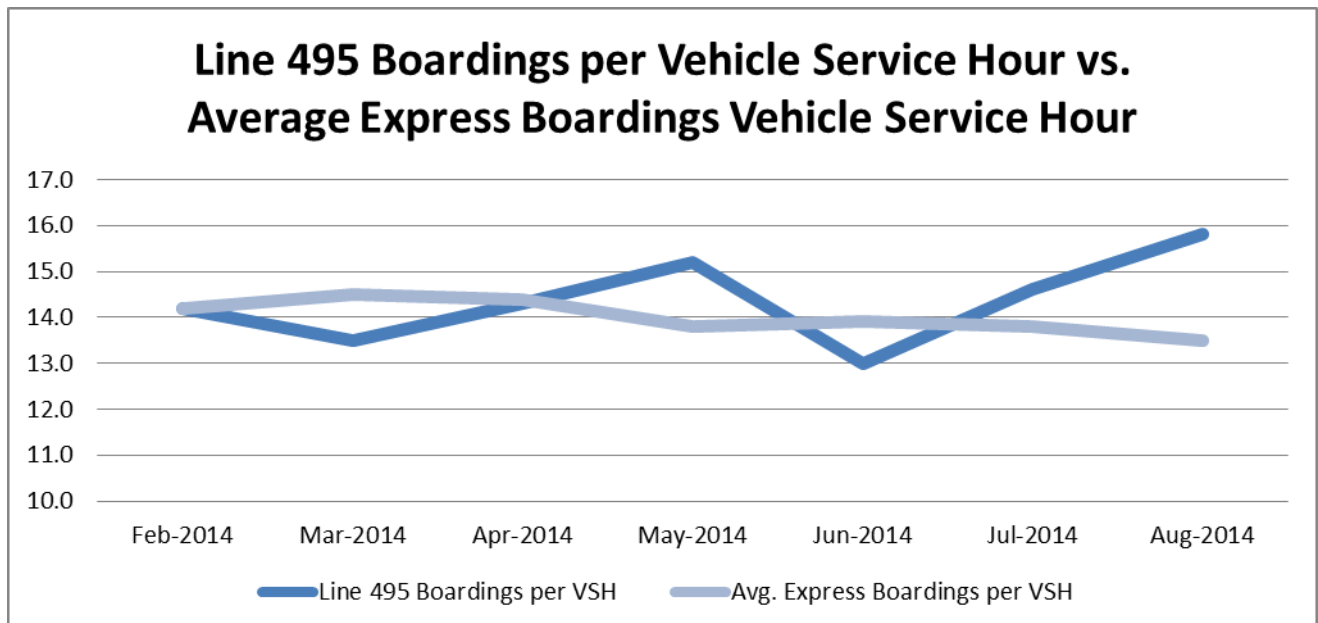
Recommendation

Continue the operation of Line 495 as part of Foothill Transit's ongoing services.

Analysis

Foothill Transit opened the Industry Park & Ride on October 7, 2013. Line 495, providing direct service between the Industry Park & Ride and downtown Los Angeles was introduced as a pilot program in an effort to increase customer convenience and enhance ridership from the Park & Ride. Trip schedules on the line were coordinated with existing Metrolink trips to give area commuters additional transit options into downtown Los Angeles.

Since the launch of the pilot service on February 3, 2014 ridership has grown steadily and boardings per vehicle service hour (VSH) compare favorably with other established commuter express lines as shown in the graph below.



In order to solicit customer and community feedback regarding the continuation of this line a public outreach campaign was launched to obtain customer feedback about the line via email and social media, and a public hearing was held at the Industry Park & Ride on August 13, 2014 at 6:00PM.



Foothill Transit received 41 emails regarding Line 495, all in favor in making the line permanent. Twenty five customers attended the public hearing and all in attendance voiced an opinion in favor of the line. The most frequently suggested improvement by customers should the line become permanent is changing the frequency from every 30 minutes to either every 20 or 15 minutes and the addition of trips to better meet their work schedules.

Ten customers requested routing changes. Specifically, we received requests for non-stop service from the Chino Hills Park and Ride, the Puente Hills Mall and City of Industry City Hall. These requests will be evaluated as part of our ongoing service planning process.

A summary of the customer comments by category and how the comment was submitted is shown below. Some customers had multiple comments pertaining to the line. Copies of the public hearing transcripts are available upon request.

Comment Category	Email	Public Meeting	1-800 Number	Letter	Grand Total
Scheduling	32	8	2	2	44
Routing	3	4	1	2	10
Driver Training	3	5			8
Bus Assignment	2	2			4
Facilities	1	3			4
Location	2	1			3
Maintenance	1	2			3
Customer Communications	1	1			2
Compliment	1	1			2
Transit Option	1				1
Fares	1				1
Grand Total	48	27	3	4	82

Based on the growing passenger base and the strong support for the line, it is recommended that Foothill Transit continue Line 495 and make it permanent. The Executive Board reviewed this recommendation at their September 26, 2014 meeting. The Executive Board took action recommending the Governing Board approve the continued operation of Line 495.

If Line 495 is approved for continued operation, a minor service adjustment will be implemented. This will allow for a 20-minute frequency during the 6:00 AM and 7:00 AM hours and the 4:00 AM and 5:00 AM hours. These changes will address our customers' requests for "more frequent buses" during the peak ridership hours. As with the existing



lines, ridership and trip run times for Line 495 will be closely monitored and adjusted as needed during the semi-annual Foothill Transit schedule change.

Budget Impact

The projected cost to operate the Line 495 through FY 2014/15 with the two additional trips is \$750,863.22. Sufficient funding is available in Foothill Transit's adopted FY 2014/15 operating budget.

Sincerely,



Joseph Raquel
Director of Planning

Attachment



Doran J. Barnes
Executive Director